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AD WATCH.....

doi: 10.1136/tc.2005.014084

Tobacco advertising on mini-motors

Comprehensive smoke-free legislation has been in place in New Zealand for over 15 years and for much of that time advertising of tobacco products or the use of tobacco trademarks on goods other than tobacco products has been banned. Despite this legislation, retail products occasionally appear that clearly breach the legislation. The most recent example of such products was found in Dunedin in 2005. In this example, mini-bikes (also referred to as pocket bikes) displayed branding for Lucky Strike and Camel cigarettes. Although it is not clear if British American Tobacco or RJ Reynolds were aware of the use of their product trademark, the trademarks closely resembled those used by the manufacturers. These motorised bikes were

manufactured in China and appear to appeal to young males aged 12–13 years and older. The bikes were withdrawn from sale when the retailer was notified of the violation of legislation.

Even in a country with legislation that explicitly removes tobacco brand images and advertising there remains a need to be vigilant for tobacco product promotion, whether this promotion is directly as a result of tobacco manufacturer activity or not.

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